

Davidson Commons East Master Plan Submittal (the “Plan”)

Applicant: Beacon IMG, Inc.

Public Input Session Comment Summary – Public Input Session Conducted October 3, 2016

This report was prepared by the applicant and submitted to the Town on October 26, 2016.

Items of concern specific to the Plan:

1. Transportation Concerns:

Concern over limited parking and that adjacent business parking will be used by hotel guests and employees; request for Traffic Study; pedestrian concerns, desire for no on street parking, and for no left turn from Gateway onto Griffith St.

Response: The applicant will be obtaining a traffic impact analysis from a traffic engineer selected by the Town to determine if the change in use creates additional impacts and if so, what mitigation is required. The plan will be revised to clearly show the location of shared parking on the adjoining Woodie’s property.

2. Safety Concerns:

Concern that hotels attract pedophiles and undesirable elements to the community such as drug trafficking, sex trafficking, prostitution, transients, and noise; concern for safety of children at The Community School; concern for residential privacy; and questions were posed relevant to the Town’s plans for more police and fire, and whether the tax revenues from the increased land value will pay for more police and fire; question about whether the Town’s fire department is equipped to fight a 4-6 story hotel fire.

Response: Applicant will consider these concerns as it discusses revisions to the plan with staff; however, neither the Hyatt Hotels nor the applicant will permit illegal activity on the property. The Applicant believes that the tax value of the property will increase by approximately ten million dollars with the construction of a hotel and the additional tax dollars paid to the Town will be spent in accordance with the policies adopted by the elected officials of the Town.

3. Environmental Concerns:

Concern for impact on nearby stream which empties into the cove of the lake; concern over additional air pollution and desire to maintain existing trees along Griffith St.

Response: Current approval for two mixed use buildings was required to comply with all applicable environmental regulations. The proposed reduction from two buildings to one building decreases the number of buildings on the site from what is approved, and the applicant must still comply with all applicable regulations.

4. Aesthetic Concerns:
Desire to restrict height of hotel to less than 6 stories, concern that hotel does not fit the neighborhood, one request to see view of proposed hotel and school in the same frame.

Response: Applicant's architect prepared massing sketches to compare the massing of the current approved buildings with the massing of the hotel. These images were shown via PowerPoint presentation at the Public Input Session.

Other comments include:

1. **Davidson needs another hotel and restaurant.**

Response: The Homewood Suites Hotel currently serves the community, corporate and college visitors to Davidson and there is demand for additional hotel rooms to support the citizens, college, and business community. The proposed restaurant will create an additional amenity to bring business to local merchants and activate the Griffith Street corridor.

2. **One hotel is preferable to two commercial/residential buildings.**

Response: Aesthetically, based on the massing sketches prepared by the local architect for the project, the applicant believes that one hotel appears less massive than the two commercial/residential buildings.

3. **One hotel will have less of an impact on traffic than two commercial/residential buildings.**

Response: The applicant will be obtaining a traffic impact analysis from a traffic engineer selected by the Town and this report will provide factual information about the difference in impact.